



REFLECTIONS

Ufologist Encourages Different Approach to First Contact with E.T.

The Humaniverse Guide to First Contact With E.T. is not your typical UFO encounter story. There are no theatrical first encounters with a display of military might that are common to the Hollywood version of connecting with E.T. Buffalo resident Keith Seland worries the big-screen versions of a first-contact scenario are not that far fetched from how the U.S. would react to extraterrestrial life making contact with us. The realization greatly concerns him and is the reason behind his Humaniverse series of books.

We sat down with Mr. Seland to discuss the merits of his latest book and learn more about ufology.

Tell us about your background and what makes you qualified to write about this topic?

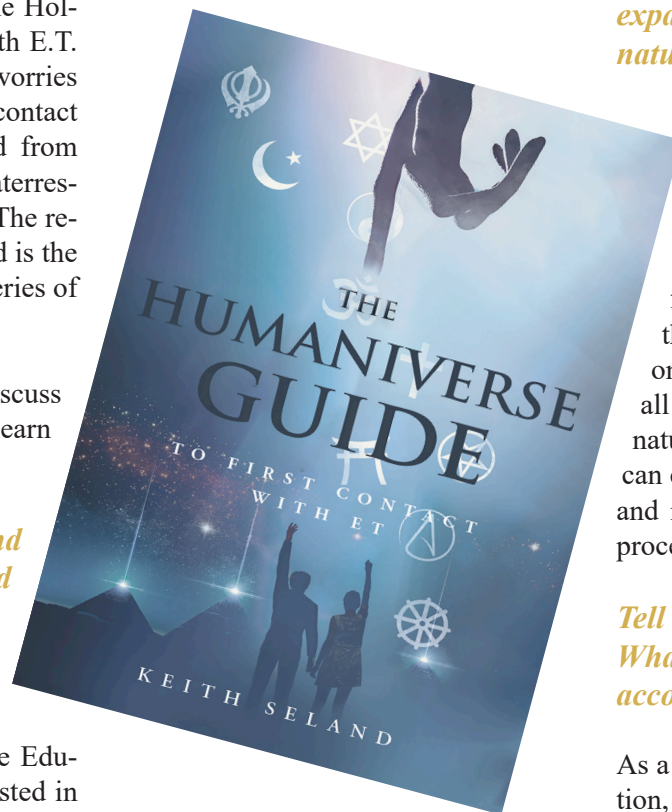
I have been a researcher and writer in the ufology field for 13 years now. Possessing Science Education and MBA degrees has assisted in my quest to educate our society on this most significant subject.

What is ufology?

Ufology is the study of aerial, terrestrial, and marine contact phenomena, that have been observed and experienced by human witnesses since our recorded history, and that currently remain not entirely explained and resolved.

How did you first become a ufologist?

My plan of action to become engaged



with this field started, routinely enough, from a lifelong fascination with astronomy, science inquiry, and a growing dissatisfaction with the discourse surrounding the ufology subject. This, in context with our societies' obvious inability to derive and reconcile the explanation and truth to what these phenomena are and what they mean, compels me to search

for and advocate for answers and a plan for the future in this subject.

Why is it important for humans to expand their knowledge about the natural universe?

We humans are 'one' with our Biosphere I (the Earth); and both are one with the universe. Most of the time we forget about this natural fact. All the evidence thus far that we know about the laws of the natural universe apply both here on earth and out in the cosmos. For all the new things we learn about the natural universe, or on Biosphere I, we can confidently apply that epistemology and inquiry to the other cohorts in this process.

Tell us about the Humaniverse. What is it and what do you hope to accomplish through it?

As a natural interface with the last question, the Humaniverse embodies a logical progression that attributes a title to the definition. We, as humans, and in accordance with the preceding, are thus "one with the universe" in body, spirit and in functionality. As time proceeds, our evolution will create more meaning to this concept and make our consciousness more aware to eventually make the remembering automatic.

(Continued on page 2)

Why is it important for humans to have a plan for first contact with E.T.?

Our species, homo sapien, is reactionary in its nature. From since it began, our recorded history is replete with examples of a predilection to “wait until something happens before we act”. This has far too often been most costly to our civilization. Some recent examples of these catastrophic and costly events include; our current battle with the COVID-19 pandemic, the ongoing struggle to come to grips with not just whether humankind is guilty of global warming to Biosphere I but, more damning, the delays caused by our indecision with trying to start a plan for action to help our environment, and the story build-up to the destruction of Pearl Harbor and the US entry into World War II.

When did you decide to write a book? What prompted it?

I decided to write a book with the publishing of my thesis topic. The purpose was to try and publish the work. End result was that, my university thesis advisement team approved my thesis as-is, the manuscript itself and waived the thesis defense process. I arrived at my destination, the publication of the first title, *The Humaniverse Guide to Better Reasoning and Decision-Making*.

Your most recent book, “The Humaniverse Guide to First Contact With E.T.,” provides a thoughtful outline about how humans should approach first contact. Can you give us a preview of some of the talking points from the book without giving too much away?

As we talk this title is now available at all booksellers and through my website, thehumaniverse.org. A significant part of



what I call my ‘mission statement’; my purpose, is to educate the public about how our society can be better-served by taking a proactive position in creating an action plan instead of procrastinating toward a reactionary alternative. This means that proceeding counter to what our historical predilection has been and in context, we do not and should not have to wait until the contact has taken place and then struggle with how we will go about reacting to this profoundly existential event. This philosophy travels across ‘The Humaniverse Guide’ series to all my other works.

For ‘First Contact With ET’ this theme immerses into an all-embracing investigation of the process of first contact. The conversation is applied to potentials for a significant ‘first meeting’, what I call ‘enduring global acknowledgment’ (EGA) and ‘enduring global relationship’ (EGR) and what it may mean for the various professional fields of knowledge. These fields, including the theology, philosophy and science communities, and the community that is the

public itself.

This isn’t the first book you’ve written. Can you tell us a little but about the first book?

As briefly noted above, *The Humaniverse Guide to Better Reasoning and Decision-Making* provides a detailed evolutionary build-up of the history of the philosophy and science professions, and how the interaction of the public with science has evolved since the times of ancient Greece.

There currently exists a large gap of disconnect and mistrust between the public and the science community platforms. ‘THG...’ hands over the “toolkit” of the scientific methodology to the reader, and encourages and advocates for the reader to both utilize this methodology to solve their everyday questions, and for a better understanding and relationship between the two communities. A detailed practice exercise investigation on the nature of

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the UFO and extraterrestrial hypotheses offers the reader an extensive, valid, factual, credible and reliable body of evidence and data. The reader can then utilize his science methodology toolkit to derive his or her own conclusions to this long-lasting debate.

You participate in a lot of UFO conferences. Can you tell us about some of your upcoming appearances?

For 2021, as our society emerges from the pandemic, I have confirmed conference appearances at: The Mutual UFO Network (MUFON) annual Symposium on August 26-29 in Las Vegas, NV. Next, I will be appearing at the Phoenix UFO Congress from September 8-12. Later I will be appearing at the Starworks UFO Conference, also in Las Vegas, from November 8-15.

If someone is new to ufology, which conferences would you recommend they start with?

The circuit of ufology conferences is normally extensive and spreads throughout most of the year. This past year has, obviously, been an anomaly to that pattern. I have plans for conducting a series of Facebook Live video events at each of my conference venues, and will devote time to educating the viewer about what to expect at a typical ufology conference.

As I choose not to give deferential treatment to any one particular conference, I won't "rank" any of them. The prospective attendee has their own unique perspectives and constraints which will often differ. I will mention that the ufology community is THE most affable, approachable, informative and opportunistic profession in existence. A "newbie" will find the entry into a conference atmosphere the easiest of all the

professions. The researchers, ufologists, speakers and fellow attendees are the most approachable of any professional community. They are all there to educate, listen to, and learn from their attendees and each other.

For those who relish the opportunity to mingle with a larger crowd, the Palm Springs, CA Contact in The Desert, the Phoenix, AZ UFO Congress, the Roswell, NM UFO Festival are just a few of the events that are sure to draw many thousands of visitors each year. All conferences are themed about education and broadcasting new developments in ufology. In short, one cannot go wrong in choosing any of the dozens of programs out there. A most influential takeaway for me through the years is how easy it is to integrate into a conference atmosphere!

Where can people learn more about you and your books?

The website that integrates with my work is thehumaniverse.org. I am also active on social platforms, most notably [Facebook](https://www.facebook.com). The website offers, in addition to my ufology platform, an educational platform populated with ready access to a warehouse of many search engines to millions of articles, stories and news in the fields of ufology, science, technology, health and education. If you have a topic of inquiry then the platform allows you to search for knowledge and scholarly, academic level information. This knowledge base is credible, reliable, accurate and truthful. This is where one should connect for meaningful knowledge, not social media.

Do you plan to write another book? If so, what is the topic and do you have a working title yet?

I am currently finishing a new work. The proposed title will be, *The Humaniverse*

Guide to: Will ET Talk With Us? The work continues on the nature of The Humaniverse Guide theme where I discuss the many parameters that will be involved for a planning design team to formulate a plan-of-action for that first contact, EGA and EGR. I argue for the efficacy of being proactive rather than reactive in a plan design. This ties into the discussion we have been having today about the procrastination of the human endeavor.

All titles in The Humaniverse Guide series offer an opportunity for engagement with pragmatic, informative, thought-provoking and sensible non-fiction knowledge in perhaps one of the most significant subjects humankind will have.

I thank you for your kind audience and permission for me to interact with your busy day!



Social Media 101: When and How to Boost Your Posts

If your business uses social media to attract new customers, you likely have encountered endless prompts to boost a well-performing post. Sitting in your notifications is an offer worded something like, “We’re offering a \$20 ad credit for the next \$20 you spend on ads.”

I am greeted by these offers at least once a day. Most of the time, I ignore them. If my post already is engaging my target audience, I see no added value in paying to make it more visible. Other times, I accept the offer if the post is for products or services that I want to push that month.

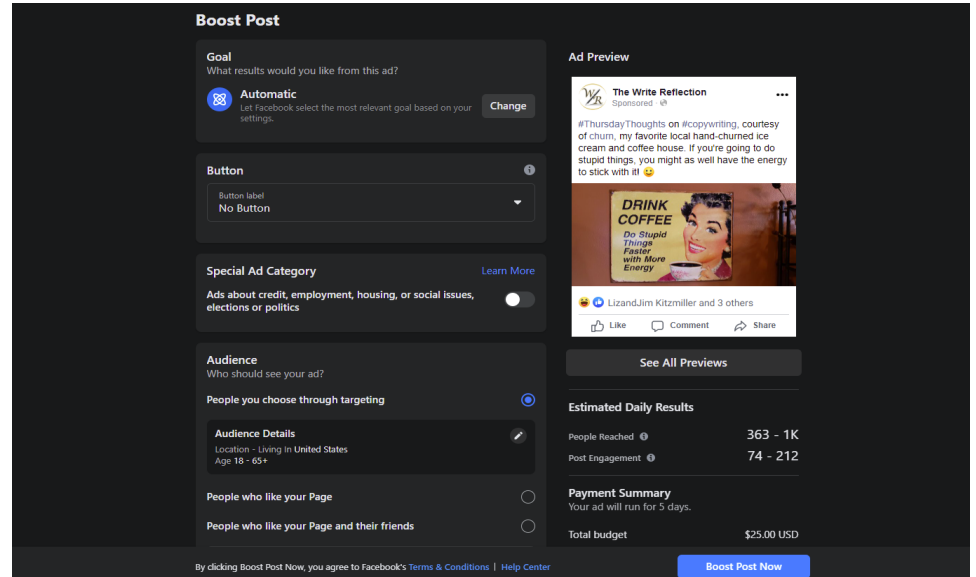
There is no doubt that [boosting social media posts](#) is beneficial to your brand. Using social media for marketing purposes gives businesses:

- Fresh leads
- Increased exposure
- Increased traffic
- Improved sales
- Loyal fans
- Marketplace insights
- New partnerships

Knowing when and how to boost your posts on social media depends on the platform and whether boosting posts fits into your digital marketing plan. Here are some suggestions for making the call.

What is boosting on social media?

Before you can decide whether boosting is beneficial, you probably need to know what is boosting on social media. Boosting your posts on social media is a form of paid advertisement. It is an effective marketing tactic that gets more eyeballs on your posts by pushing it into the feeds of people who otherwise might not encounter your brand. Businesses that depend on attracting new clients while



keeping existing clients engaged and loyal must make boosting social media posts a critical component of their marketing plans.

The rules of boosting your posts on social media are simple. The more you pay to boost your ad, the more exposure it will get. You can select target demographics when you boost your post, but we'll get into that later.

How to decide if your post is boost-worthy

Just because Facebook, Twitter, or Instagram suggests you should boost a post does not mean the post is boost-worthy. Social media platforms want you to boost often because it makes them money. I've had Facebooks suggest some of my poorest-performing posts deserve a boost, which seems counterproductive to me. If the post doesn't resonate well with my existing customers organically, chances are I'm wasting my money paying for it to receive more exposure. This always is part of my litmus test when deciding whether to invest money into a social media post.

Another thing any boost-worthy post contains is a clear call to action (CTA). CTAs can include fundraising links, an invitation to visit your website for more information, or a special discount offer for products or services. Posts without CTAs may get eyeballs when boosted, but they won't bring any added value to your business without a directive attached.

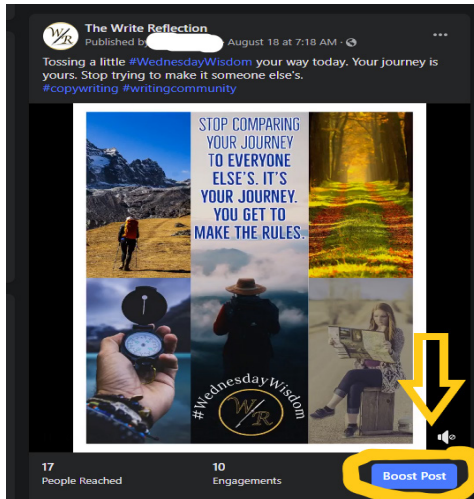
Lastly, make sure your post isn't text-heavy. Most social media sites reward posts with interesting graphics, photos, and videos, which [increase customer engagement](#). Videos of real people perform the best, so consider boosting posts that include videos of your employees giving insight into your company, or customers talking about how your product or service has solved a problem.

Boosting posts on Facebook

Facebook has produced some of the best returns on my investment in boosted posts. Shocking, I know. Despite the joke that only Boomers and GenXers are

(Continued on page 5)

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on Facebook these days, the largest age demographic of [Facebook users](#) is men and women aged 25 to 34. The second-largest age group is men and women aged 18 to 24. Rounding out the top three is men and women aged 35-44. Fewer than 3 percent of men and women who fall into the Boomer category use this social media platform. If your target audience falls into any of these age groups, boosting select Facebook posts is a no-brainer.

Every post on Facebook comes with the option to boost it. You will see a “Boost Post” button in the bottom right-hand corner of your post once it’s live on your page. This only applies to business and group pages, not individual pages. If you promote your business under your personal Facebook account, you may want to create an official business or group page instead.

When you click the “Boost Post” button, the site gives you options on how much to spend and which audience you want to target. The quickest way to irritate people on social media is by choosing a large scope when boosting. More eyeballs are not necessarily better. Instead, pick an age group or groups that represent your current customer base. If your business is location-based, choose your

service area, rather than customers on the other side of the country. Facebook allows you to get very specific about who you want to target, which is one of the coolest features of its post-boosting option.

Once you choose your target audience and how much you want to spend, the final step is to hit the approval button and Facebook will do the rest.

Promoting posts on Instagram

Boosting posts on Instagram is easy peasy. Whether you want to boost there depends on several things. Ideally, businesses with Instagram accounts that sell products or services that lend themselves well to photos or videos will benefit the most from boosted posts on this social platform.

I have never boosted one of my posts on Instagram because that is not where my target audience lives. Most of my brand loyalists follow me on Facebook, LinkedIn, and Twitter, so that is where I focus my boosting efforts.

If Instagram is one of your best social platforms for performance, then it makes sense to follow these steps to boost your posts there.

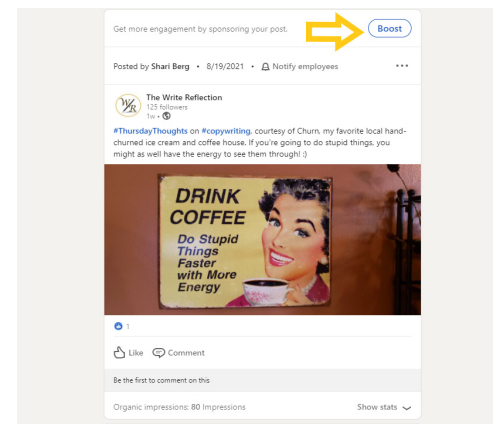
- Click on the “Promote” button at the bottom of the post.
- Choose your promotion goal. Instagram will walk you through options, and you can select the ones that apply.
- Select an audience. You can pick from targeting options like automatic, local, and manual, with the last of those allowing for the most honing-in on a specific group.
- Set your budget and duration and – voila! – Instagram will do the rest.

Promoting posts on LinkedIn

LinkedIn was a bit late on the boosting posts option. It didn’t make it possible

for businesses until May 2021. It is just as easy to give your posts some extra attention on LinkedIn as the other social platforms we’ve already discussed. Once you tell LinkedIn you want to boost your post, it gives you specific options for who will see it. You can choose an objective for the promotion, a select audience, location, attributes, start and end dates, and total budget.

As with Instagram, I’ve never boosted a post on LinkedIn. It’s not because I don’t have a strong following there. The exact opposite is true. I’ve landed many clients from my networking efforts on the site. I’ve opted not to boost posts here because I’ve found the price point to be a little steep compared with other social media platforms. Cost may be a consideration for small businesses who wish to maximize their marketing budget efforts, so keep that in mind when exploring promoting posts on LinkedIn.



Promoting your tweets

Twitter allows brands to promote their tweets. The downside is they do not have sophisticated targeting available like Facebook and Instagram. Businesses only have the option to target based on location. Businesses that provide products or services to a specific geographic location will benefit most from promoting their tweets.

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If you decide to give it a go, it's easy to go through the required steps.

- Click "View Tweet Activity" on a live tweet, located under the three dots at the top righthand corner of the post.
- Choose the "Promote Your Tweet" option.
- Select target location for boosting.
- Set your budget.

Twitter provides an activity report to show how well your boosted post performed after the campaign.

A final word on boosting

There are more than 100 social media sites out there. I certainly have not covered all of them in this blog post. Instead, I chose to focus my efforts on the sites that offer the most benefit when boosting. Every social media site provides users with information on how to use their boosting or post promotion features. If you are still unclear on what to do or whether it is worth it, share your questions here, and I'll be happy to help. Need a comprehensive overhaul of your social media marketing content strategy? Reach out to [schedule your hassle-free consultation](#).

Don't forget to follow The Write Reflection on our social media accounts for all the latest news and insights into copywriting (and for the occasional dumb meme to brighten your day). Happy boosting, everyone!



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The banner features a background image of hands typing on a laptop keyboard. A large, stylized 'BOGO' text is overlaid in the center. Above it, 'BUY 4 BLOGS' is written, and below it, 'GET 1 FREE!' is written. In the top right corner, there is a circular logo with the letters 'WR' and a pen. To the right of the logo, the website address 'THEWRITEREFLECTION.COM' is written vertically.